



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Contract # 832347

Schedule Dates 10/30/12-11/06/12
Advertiser Paul Hirschbiel for Congress (39143)
Agency/T-Code Greer, Margolis, Mitchel (GMMB) (1700)/1053989
Product Political - US House (1175)
Brand DEMOCRAT (169542)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name GILROY, MAURA
Phone/Fax (757) 362-3300 /
CPE 1223
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments HIRSCHBIEL 10/30
PAUL HIRSCHBIEL FOR CONGRESS

Date Entered 05/31/12
Last Modified 10/26/12
Entered By Penne Marsh
CO-OP No
Headline # 06161137
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,517.75
Net Total \$14,267.25
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Nov. 2012	41	\$16,785.00
Grand Total:	41	\$16,785.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	10/30/12-11/02/12	6	:30	5A- 5:58A (ET)	1		X	X	X	X			1	\$140.00	\$140.00	Norfolk (WVEC) (WVEC)		10/26/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	6	:30	5A- 5:58A (ET)	1								1	\$140.00	\$140.00	Norfolk (WVEC) (WVEC)		5/31/12
3.0	Normal Line / SPOT	11/06/12-11/06/12	6	:30	5A- 5:58A (ET)			1						1	\$140.00	\$140.00	Norfolk (WVEC) (WVEC)		5/31/12
5.1	Normal Line / SPOT	11/05/12-11/05/12	6	:30	5:58A- 7A (ET)	1								1	\$340.00	\$340.00	Norfolk (WVEC) (WVEC)		10/26/12
6.1	Normal Line / SPOT	11/06/12-11/06/12	6	:30	5:58A- 7A (ET)			1						1	\$340.00	\$340.00	Norfolk (WVEC) (WVEC)		10/26/12
7.1	Normal Line / SPOT	10/30/12-11/02/12	6	:30	7A- 9A (ET)	1		X	X	X	X			1	\$350.00	\$350.00	Norfolk (WVEC) (WVEC)		10/26/12
8.1	Normal Line / SPOT	11/05/12-11/05/12	5	:30	7A- 9A (ET)	1								1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)		10/26/12
9.1	Normal Line / SPOT	11/06/12-11/06/12	5	:30	7A- 9A (ET)			1						1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)		10/26/12
10.1	Normal Line / SPOT	10/30/12-11/02/12	6	:30	4:30A- 4:59A (ET)	1		X	X	X	X			1	\$20.00	\$20.00	Norfolk (WVEC) (WVEC)		10/26/12
11.1	Normal Line / SPOT	11/03/12-11/03/12	6	:30	5:58A- 8A (ET)							1		1	\$125.00	\$125.00	Norfolk (WVEC) (WVEC)		10/26/12
12.1	Normal Line / SPOT	11/03/12-11/03/12	4	:30	8A- 9A (ET)							1		1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)		10/26/12
14.1	Normal Line / SPOT	11/04/12-11/04/12	4	:30	8A- 9A (ET)								1	1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)		10/26/12
15.1	Normal Line / SPOT	10/30/12-11/02/12	5	:30	9A- 10A (ET)	1		X	X	X	X			1	\$220.00	\$220.00	Norfolk (WVEC) (WVEC)		10/26/12
16.1	Normal Line / SPOT	11/06/12-11/06/12	5	:30	9A- 10A (ET)			1						1	\$220.00	\$220.00	Norfolk (WVEC) (WVEC)		10/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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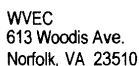
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17.1	Normal Line / SPOT	10/30/12-11/02/12	5	:30	10A- 10:58A (ET)	1		X	X	X	X			1	\$170.00	\$170.00	Norfolk (WVEC) (WVEC)		10/26/12
18.1	Normal Line / SPOT	11/06/12-11/06/12	5	:30	10A- 10:58A (ET)			1						1	\$170.00	\$170.00	Norfolk (WVEC) (WVEC)		10/26/12
19.1	Normal Line / SPOT	10/30/12-11/02/12	4	:30	10:58A- 12P (ET)	1		X	X	X	X			1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)		10/26/12
20.1	Normal Line / SPOT	11/06/12-11/06/12	4	:30	10:58A- 12P (ET)			1						1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)		10/26/12
21.1	Normal Line / SPOT	11/05/12-11/05/12	4	:30	10:58A- 12P (ET)			1						1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)		10/26/12
24.1	Normal Line / SPOT	10/30/12-11/02/12	5	:30	12P- 12:57P (ET)	1		X	X	X	X			1	\$170.00	\$170.00	Norfolk (WVEC) (WVEC)		10/26/12
25.1	Normal Line / SPOT	11/05/12-11/05/12	5	:30	12P- 12:57P (ET)			1						1	\$170.00	\$170.00	Norfolk (WVEC) (WVEC)		10/26/12
26.1	Normal Line / SPOT	10/30/12-11/02/12	6	:30	12:58P- 2P (ET)	1		X	X	X	X			1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)		10/26/12
27.1	Normal Line / SPOT	11/05/12-11/05/12	6	:30	12:58P- 2P (ET)			1						1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)		10/26/12
28.1	Normal Line / SPOT	10/30/12-11/02/12	6	:30	2P- 3P (ET)	1		X	X	X	X			1	\$240.00	\$240.00	Norfolk (WVEC) (WVEC)		10/26/12
29.1	Normal Line / SPOT	11/05/12-11/05/12	6	:30	2P- 3P (ET)			1						1	\$240.00	\$240.00	Norfolk (WVEC) (WVEC)		10/26/12
30.1	Normal Line / SPOT	11/04/12-11/04/12	4	:30	9:30A- 10A (ET)								1	1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)		10/26/12
32.1	Normal Line / SPOT	10/30/12-11/02/12	5	:30	3:58P- 4:58P (ET)	1		X	X	X	X			1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)		10/26/12
33.1	Normal Line / SPOT	11/05/12-11/05/12	5	:30	3:58P- 4:58P (ET)			1						1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)		10/26/12

CONFIRMATION CONTRACT

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WVEC Norfolk</u>	Date: <u>10/26</u>
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I, Maura Gilroy,
 being/on behalf of: Paul Heschel, a legally
 qualified candidate of the Democratic political
 party for the office of: House of Representatives
 in the General
 election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

\$ 14,267.25 Net

832347

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Hirschfeld for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jody Wagner PO Box 8728 Virginia Beach VA 23450

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/21/12 M. D. [Signature]
Date Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Penne Marsh
Signature

Penne Marsh
Printed Name

NSC
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Paul Heschbiel
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. Guroy
signature of candidate or authorized committee

Maura Guroy
printed name

5/21/12
date